

Rep Order# 9795150 Ver# 5 Status Revised
EC'd Yes

Traffic Order# 50863

Printed: 08/30/2012 10:14 AM
Last Received: 08/29/2012 5:18 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 4

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 4 AMERICA *A
Estimate# 1536
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/04/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-ALL CHANGES OK PER BUYER. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*12	SA	830A-9A	SATURDAY EARLY SHOW	:30	\$350.00	09/08-09/08	1	1	1	\$350.00	
				Sales Remark: V5 RTE CHG								
				V5 Comment Changed, Rate Changed								
	*16	TU-F,M	11A-12P	PRICE IS RIGHT	:30	\$450.00	09/04-09/10	5	1	5	\$2,250.00	
				Sales Remark: V5 RTE CHG								
				V5 Comment Changed, Rate Changed								
	*18	TU-F,M	1230P-130P	THE YOUNG AND RESTLESS	:30	\$400.00	09/04-09/10	5	1	5	\$2,000.00	
				Sales Remark: V5 RTE CHG								
				V5 Comment Changed, Rate Changed								
	*19	TU-F,M	130P-2P	BOLD AND BEAUTIFUL	:30	\$400.00	09/04-09/10	5	1	5	\$2,000.00	
				Sales Remark: V5 RTE CHG								
				V5 Comment Changed, Rate Changed								
	*20	TU-F,M	2P-3P	THE TALK	:30	\$350.00	09/04-09/10	5	1	5	\$1,750.00	
				Sales Remark: V5 RTE CHG								
				V5 Comment Changed, Rate Changed								

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Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*25	SU	1030A-11A	FACE THE NATION	:30	\$400.00	09/09-09/09	1	1	1	\$400.00	
				Sales Remark: V5 RTE CHG								
				V5 Comment Changed, Rate Changed								
	*27	TU-F,M	3P-4P	LET'S MAKE A DEAL	:30	\$350.00	09/04-09/10	5	1	5	\$1,750.00	
				Sales Remark: V5 RTE CHG								
				V5 Comment Changed, Rate Changed								
	*28	TU-F,M	4P-430P	12 NEWS FIRST	:30	\$180.00	09/04-09/10	4	1	4	\$720.00	
				Sales Remark: V5 1X NA								
				V5 Comment Changed, Spots/week Changed								
	*29	TU-F,M	430P-5P	12 NEWS FIRST	:30	\$180.00	09/04-09/10	4	1	4	\$720.00	
				Sales Remark: V5 1X NA								
				V5 Comment Changed, Spots/week Changed								
	*30	TU-F,M	5P-530P	12 LOCAL NEWS	:30	\$200.00	09/04-09/10	4	1	4	\$800.00	
				Sales Remark: V5 1X NA								
				V5 Comment Changed, Spots/week Changed								
	*32	TU-F,M	6P-630P	12 NEWS AT 6P	:30	\$900.00	09/04-09/10	5	1	5	\$4,500.00	
				Sales Remark: V5 RTE CHG								
				V5 Comment Changed, Rate Changed								
	*34	SU	630P-7P	LOCAL 12 NEWS	:30	\$250.00	09/09-09/09	0	0	0	\$0.00	
				Sales Remark: V5 1X NA								
				V5 Comment Changed, Spots/week Changed								
	*35	TU-F,M	7P-730P	INSIDE EDITION	:30	\$250.00	09/04-09/10	4	1	4	\$1,000.00	
				Sales Remark: V5 1X NA								
				V5 Comment Changed, Spots/week Changed								
	*36	TU-F,M	727P-8P	ENT. TONITE	:30	\$250.00	09/04-09/10	4	1	4	\$1,000.00	
				Sales Remark: V5 1X NA								
				V5 Comment Changed, Spots/week Changed								

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Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*68	M	7P-10P	BENGALS @ BALTIMORE	:30	\$5,000.00	09/10-09/10	1	1	1	\$5,000.00	
				Sales Remark: V5 RTE CHG								
				V5 Comment Changed, Rate Changed								
	*69	SA	12P-7P	SEC FOOTBALL	:30	\$350.00	09/08-09/08	0	0	0	\$0.00	
				Sales Remark: V5 1X NA								
				V5 Comment Changed, Spots/week Changed								
	*70	M	6P-7P	BENGALS PREGAME	:30	\$500.00	09/10-09/10	2	1	2	\$1,000.00	
				Sales Remark: V5 ADD								
				V5 Added								
	*71	M	10P-11P	BENGALS POST GAME	:30	\$500.00	09/10-09/10	1	1	1	\$500.00	
				Sales Remark: V5 ADD								
				V5 Added								
	*72	TU-F	530A-6A	GOOD MORNING CINC	:30	\$360.00	09/04-09/07	1	1	1	\$360.00	
				Sales Remark: V5 MKGD								
				V5 Added								
	*73	F	1230P-6P	US OPEN	:30	\$200.00	09/07-09/07	1	1	1	\$200.00	
				Sales Remark: V5 MKGD								
				V5 Added								
	*74	TU-F	630A-7A	NEWS	:30	\$250.00	09/04-09/07	1	1	1	\$250.00	
				Sales Remark: V5 MKGD								
				V5 Added								
	*75	F	1230P-6P	US OPEN	:30	\$250.00	09/07-09/07	2	1	2	\$500.00	
				Sales Remark: V5 MKGD								
				V5 Added								

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*76	F	1230P-6P	US OPEN	:30	\$350.00	09/07-09/07	1	1	1	\$350.00	
			Sales Remark:	V5 MKGD								
			V5 Added									

---REPORT TOTALS---

Report Totals: 62 / \$27,400.00

---SALES MONTHLY TOTALS---

Sep 12: 143 / \$48,140.00

Sales Totals: 143 / \$48,140.00

Station Totals: 143 / \$48,140.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$185,154	CABL	0%	EKRC	1%	UNKN	0%	WBQC	0%	WCPC	26%
		WKRC	26%	WLWT	35%	WSTR	2%	WXIX	10%		

Books null
Demos RA35+

Traffic Order# 50863

Printed: 08/28/2012 12:01 PM
Last Received: 08/21/2012 1:38 PM
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1 of 3

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Product	OBAMA 4 AMERICA *A
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--- REMARKS ---

pls see line 28,29,30 34,35,36 & 69

t/r

lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*12	SA	830A-9A	SATURDAY EARLY SHOW	:30	\$120.00	09/08-09/08	1	1	1	\$120.00	
		Station Remark: V4 increase to p2 rate is 350.00										
	*16	TU-F,M	11A-12P	PRICE IS RIGHT	:30	\$150.00	09/04-09/10	5	1	5	\$750.00	
		Station Remark: V4 increase to p2 rate is 450.00										
	*18	TU-F,M	1230P-130P	THE YOUNG AND RESTLESS	:30	\$150.00	09/04-09/10	5	1	5	\$750.00	
		Station Remark: V4 increase to 62 rate is 400.00										
	*19	TU-F,M	130P-2P	BOLD AND BEAUTIFUL	:30	\$150.00	09/04-09/10	5	1	5	\$750.00	
		Station Remark: V4 increase to p2 rate is 400.00										
	*20	TU-F,M	2P-3P	THE TALK	:30	\$150.00	09/04-09/10	5	1	5	\$750.00	
		Station Remark: V4 increase to p2 rate is 350.00										
	*25	SU	1030A-11A	FACE THE NATION	:30	\$150.00	09/09-09/09	1	1	1	\$150.00	
		Station Remark: V4 increase to p2 rate is 400.00										
	*27	TU-F,M	3P-4P	LET'S MAKE A DEAL	:30	\$125.00	09/04-09/10	5	1	5	\$625.00	
		Station Remark: V4 increase to p2 rate is 350.00										

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*28	TU-F,M	4P-430P	12 NEWS FIRST	:30	\$180.00	09/04-09/10	5	1	5	\$900.00	
		Station Remark: V4 1x na 9/7 no news combo w/line 29 mg t-fr 530-6a 1x @ 360.00 same week										
	*29	TU-F,M	430P-5P	12 NEWS FIRST	:30	\$180.00	09/04-09/10	5	1	5	\$900.00	
		Station Remark: V4 1x na 9/4 combo w/line 28 mg tue-fri 5350-6a news ncir w/o 9/4										
	*30	TU-F,M	5P-530P	12 LOCAL NEWS	:30	\$200.00	09/04-09/10	5	1	5	\$1,000.00	
		Station Remark: V4 1x na 9/7 due to tennis mg fri 9/7 1230-6p ncir tennis										
	*32	TU-F,M	6P-630P	12 NEWS AT 6P	:30	\$300.00	09/04-09/10	5	1	5	\$1,500.00	
		Station Remark: V4 increase to p2 rate is 900.00										
	*34	SU	630P-7P	LOCAL 12 NEWS	:30	\$250.00	09/09-09/09	1	1	1	\$250.00	
		Station Remark: V4 1x na 9/9 no news mg t-fri 630-7a news ncir w/o 9/3										
	*35	TU-F,M	7P-730P	INSIDE EDITION	:30	\$250.00	09/04-09/10	5	1	5	\$1,250.00	
		Station Remark: V4 1x na 9/20 mg fri 1230-6p 9/7 ncir tennis										
	*36	TU-F,M	727P-8P	ENT. TONITE	:30	\$250.00	09/04-09/10	5	1	5	\$1,250.00	
		Station Remark: V4 1x na 9/10 tennis mg fri 9-7 1230-6p ncir tennis										
	*68	M	7P-10P	BENGALS @ BALTIMORE	:30	\$6,500.00	09/10-09/10	1	1	1	\$6,500.00	
		Station Remark: V4 change rate to 6,000.00 add 1x mon 6-7p @ 500.00 bengals pre game										
	*69	SA	12P-7P	SEC FOOTBALL	:30	\$350.00	09/08-09/08	1	1	1	\$350.00	
		Station Remark: V4 new game 1x na 9/8 mg fri 9/7 1230-6p ncir tennis										

---REPORT TOTALS---

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Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Report Totals: 60 / \$17,795.00

---SALES MONTHLY TOTALS---

Sep 12: 141 / \$38,535.00

Sales Totals: 141 / \$38,535.00

Station Totals: 141 / \$38,535.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$148,212	CABL	0%	EKRC	1%	UNKN	0%	WBQC	0%	WCPO	26%
		WKRC	26%	WLWT	35%	WSTR	2%	WXIX	10%		

Books null
Demos RA35+

Connell II, Jim

From: dmcullah@wkrc.com
Sent: Wednesday, August 22, 2012 10:16 AM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Obama/D/President - 50863

This email notification contains (3) different actions.

Station: WKRC-TV

Order Information:

Order #: 50863
Order Total: \$38,535.00
Agency: Greer Margolis Mitchell
Advertiser: Obama/D/President
Product: OBAMA 4 AMERICA *A
Alternate Order #: 09795150
Estimate #: 1536 *a
Flight Dates: 09/04/12 - 09/10/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (50863-30-2):

Rate: \$200.00
Air Date: Fri 09/07/12
Eligible Days: MTWThF----
Inventory Code: 5p Local 12 News at Five
Inventory Description: 5p Local 12 News at Five
Inventory Code Time: 5:00 PM-5:30 PM
Spot Type: NM
Restricted: Earliest start: 5:00:00 PM, Latest end: 5:30:00 PM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible/No MG
Preempt Reason: Program Change -No Return Event 2 (Spot - Preempt)

Preempted Spot Information (50863-29-1):

Rate: \$180.00
Air Date: Fri 09/07/12
Eligible Days: MTWThF----
Inventory Code: 4p Local 12 News at Four
Inventory Description: 4p Local 12 News at Four
Inventory Code Time: 4:30 PM-5:00 PM
Spot Type: NM
Restricted: Earliest start: 4:30:00 PM, Latest end: 5:00:00 PM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible/No MG
Preempt Reason: Program Change -No Return Event 3 (Spot - Preempt)

Preempted Spot Information (50863-28-4):

Rate: \$180.00
Air Date: Fri 09/07/12
Eligible Days: MTWThF----
Inventory Code: 4p Local 12 News at Four
Inventory Description: 4p Local 12 News at Four
Inventory Code Time: 4:00 PM-4:30 PM
Spot Type: NM
Restricted: Earliest start: 4:00:00 PM, Latest end: 4:30:00 PM
Length: :30

1x FR 1230-6p
0x 9/7 (w Ope Tenn)

1x T-F
5:30-6p
@ 1536

Connell II, Jim

From: dmcullah@wkrc.com
Sent: Wednesday, August 22, 2012 10:19 AM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Obama/D/President - 50863

Station: WKRC-TV

Order Information:

Order #: 50863
Order Total: \$38,535.00
Agency: Greer Margolis Mitchell
Advertiser: Obama/D/President
Product: OBAMA 4 AMERICA *A
Alternate Order #: 09795150
Estimate #: 1536 *a
Flight Dates: 09/04/12 - 09/10/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (50863-34-1):

Rate: \$250.00
Air Date: Sun 09/09/12
Eligible Days: -----Su
Inventory Code: 630p Local 12 News Sun
Inventory Description: 630p Local 12 News Sun
Inventory Code Time: 6:30 PM-7:00 PM
Spot Type: NM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible/No MG
Preempt Reason: Program Change -No Return

1x T-F 6:30-7A
Mo 9/3 N/A

Connell II, Jim

From: dmcullah@wkrc.com
Sent: Wednesday, August 22, 2012 10:26 AM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Obama/D/President - 50863

This email notification contains (2) different actions.

Station: WKRC-TV

Order Information:

Order #: 50863
Order Total: \$38,535.00
Agency: Greer Margolis Mitchell
Advertiser: Obama/D/President
Product: OBAMA 4 AMERICA *A
Alternate Order #: 09795150
Estimate #: 1536 *a
Flight Dates: 09/04/12 - 09/10/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (50863-35-4):

Rate: \$250.00
Air Date: Mon 09/10/12
Eligible Days: MTWThF----
Inventory Code: M-F 7p-730p
Inventory Description: M-F 7p-730p
Inventory Code Time: 7:00 PM-7:30 PM
Spot Type: NM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible/No MG
Preempt Reason: Program Change -No Return Event 2 (Spot - Preempt)

*1x Fri 12:30-6p
on 9/7 (w open time)
NM*

Preempted Spot Information (50863-36-1):

Rate: \$250.00
Air Date: Mon 09/10/12
Eligible Days: MTWThF----
Inventory Code: M-F 730p-8p
Inventory Description: M-F 730p-8p
Inventory Code Time: 7:27 PM-8:00 PM
Spot Type: NM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible/No MG
Preempt Reason: Program Change -No Return

Connell II, Jim

From: dmcullah@wkrc.com
Sent: Wednesday, August 22, 2012 10:18 AM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Obama/D/President - 50863

Station: WKRC-TV

Order Information:

Order #: 50863
Order Total: \$38,535.00
Agency: Greer Margolis Mitchell
Advertiser: Obama/D/President
Product: OBAMA 4 AMERICA *A
Alternate Order #: 09795150
Estimate #: 1536 *a
Flight Dates: 09/04/12 - 09/10/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (50863-55-1):

Rate: \$350.00
Air Date: Sat 09/08/12
Eligible Days: -----Sa--
Inventory Code: SEC Football
Inventory Description: SEC Football
Inventory Code Time: 12:00 PM-7:00 PM
Spot Type: NM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible/No MG
Preempt Reason: Program Change -No Return

1x Fri 12:30-6P
US Open Tennis MMA

Ver# 2 **Status** Returned

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Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

pls see lines 12,16 18,19,20,25,27,32 & 68
t/r
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*12	SA	830A-9A	SATURDAY EARLY SHOW	:30	\$120.00	09/08-09/08	1	1	1	\$120.00	
		Station Remark: V2 increase to p2 rate is 350.00										
	*16	TU-F,M	11A-12P	PRICE IS RIGHT	:30	\$150.00	09/04-09/10	5	1	5	\$750.00	
		Station Remark: V2 increase to p2 rate is 450.00										
	*18	TU-F,M	1230P-130P	THE YOUNG AND RESTLESS	:30	\$150.00	09/04-09/10	5	1	5	\$750.00	
		Station Remark: V2 increase to 62 rate is 400.00										
	*19	TU-F,M	130P-2P	BOLD AND BEAUTIFUL	:30	\$150.00	09/04-09/10	5	1	5	\$750.00	
		Station Remark: V2 increase to p2 rate is 400.00										
	*20	TU-F,M	2P-3P	THE TALK	:30	\$150.00	09/04-09/10	5	1	5	\$750.00	
		Station Remark: V2 increase to p2 rate is 350.00										
	*25	SU	1030A-11A	FACE THE NATION	:30	\$150.00	09/09-09/09	1	1	1	\$150.00	
		Station Remark: V2 increase to p2 rate is 400.00										
	*27	TU-F,M	3P-4P	LET'S MAKE A DEAL	:30	\$125.00	09/04-09/10	5	1	5	\$625.00	
		Station Remark: V2 increase to p2 rate is 350.00										

Rep Order# 9795150 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 50863

Printed: 08/28/2012 11:33 AM
Last Received: 08/21/2012 1:38 PM
Showing Buylines: All Rep & Sta Revised Lines

2 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 4 AMERICA *A
Estimate# 1536
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/04/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*32	TU-F,M	6P-630P	12 NEWS AT 6P	:30	\$300.00	09/04-09/10	5	1	5	\$1,500.00	
		Station Remark: V2 increase to p2 rate is 900.00										
	*68	M	7P-10P	BENGALS @ BALTIMORE	:30	\$6,500.00	09/10-09/10	1	1	1	\$6,500.00	
		Station Remark: V2 change rate to 6,000.00 add 1x mon 6-7p @ 500.00 bengals pre game										

---REPORT TOTALS---

Report Totals: 33 / \$11,895.00

---SALES MONTHLY TOTALS---

Sep 12: 141 / \$38,535.00

Sales Totals: 141 / \$38,535.00

Station Totals: 141 / \$38,535.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$148,212	CABL	0%	EKRC	1%	UNKN	0%	WBQC	0%	WCPO	26%
		WKRC	26%	WLWT	35%	WSTR	2%	WXIX	10%		

Books null
Demos RA35+

Rep Order# 9795150 Ver# 1 Mod# 0 Status Confirmed
EC'd Yes

Traffic Order# 50863

Printed: 08/27/2012 2:28 PM

1 of 5

Last Received: 08/21/2012 1:38 PM
Showing Buylines: All Lines

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 4 AMERICA *A
Estimate# 1536
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
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Flight Dates 09/04/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU-F,M	5A-530A	GOOD MORNING CINCY @ 5A	:30	\$110.00 ✓	09/04-09/10	3	1	3	\$330.00	
	2	TU-F,M	530A-6A	GOOD MORNING CINCY	:30	\$110.00 ✓	09/04-09/10	2	1	2	\$220.00	
	3	TU-F,M	6A-630A	GOOD MORNING CINCY	:30	\$200.00 ✓	09/04-09/10	3	1	3	\$600.00	
	4	TU-F,M	630A-7A	GOOD MORNING CINCY	:30	\$200.00 ✓	09/04-09/10	2	1	2	\$400.00	
	5	TU-F,M	7A-730A	THE EARLY SHOW	:30	\$100.00 ✓	09/04-09/10	3	1	3	\$300.00	
	6	TU-F,M	730A-8A	THE EARLY SHOW	:30	\$100.00 ✓	09/04-09/10	2	1	2	\$200.00	
	7	TU-F,M	8A-830A	THE EARLY SHOW	:30	\$100.00 ✓	09/04-09/10	3	1	3	\$300.00	
	8	TU-F,M	830A-9A	THE EARLY SHOW	:30	\$100.00 ✓	09/04-09/10	2	1	2	\$200.00	
	9	TU-TH,M	430A-5A	GOOD MORNING CINCY @ 430A	:30	\$25.00 ✓	09/04-09/10	3	1	3	\$75.00	
	10	SA	630A-7A	12 NEWS SATURDAY	:30	\$90.00 ✓	09/08-09/08	1	1	1	\$90.00	
	11	SA	730A-8A	12 NEWS SATURDAY	:30	\$90.00 ✓	09/08-09/08	1	1	1	\$90.00	
	*12	SA	830A-9A	SATURDAY EARLY SHOW	:30	\$120.00 ↑ P2 @ 30	09/08-09/08	1	1	1	\$120.00	
	13	SU	430A-5A	GOOD MORNING CINCY @ 430A	:30	\$25.00 ✓	09/09-09/09	1	1	1	\$25.00	

Rep Order# 9795150 Ver# 1 Mod# 0 Status Confirmed
EC'd Yes

Traffic Order# 50863

Printed: 08/27/2012 2:28 PM

2 of 5

Last Received: 08/21/2012 1:38 PM
Showing Buylines: All Lines

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 4 AMERICA *A
Estimate# 1536
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/04/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	14	TU-F,M	9A-10A	THE DOCTORS	:30	\$100.00 ✓	09/04-09/10	5	1	5	\$500.00	
	15	TU-F,M	10A-11A	ANDERSON	:30	\$100.00 ✓	09/04-09/10	5	1	5	\$500.00	
	*16	TU-F,M	11A-12P	PRICE IS RIGHT	:30	\$150.00 ↑ P2 @ 450	09/04-09/10	5	1	5	\$750.00	
	17	TU-F,M	12P-1230P	12 NEWS AT NOON	:30	\$150.00 ✓	09/04-09/10	5	1	5	\$750.00	
	*18	TU-F,M	1230P-130P	THE YOUNG AND RESTLESS	:30	\$150.00 ↑ P2 @ 400	09/04-09/10	5	1	5	\$750.00	
	*19	TU-F,M	130P-2P	BOLD AND BEAUTIFUL	:30	\$150.00 ↑ P2 @ 400	09/04-09/10	5	1	5	\$750.00	
	*20	TU-F,M	2P-3P	THE TALK	:30	\$150.00 ↑ P2 @ 350	09/04-09/10	5	1	5	\$750.00	
	21	SA	930A-10A	SATURDAY EARLY SHOW	:30	\$120.00 ✓	09/08-09/08	1	1	1	\$120.00	
	22	SU	9A-930A	CBS SUNDAY MORNING	:30	\$140.00 ✓	09/09-09/09	1	1	1	\$140.00	
	23	SU	930A-10A	CBS SUNDAY MORNING	:30	\$140.00 ✓	09/09-09/09	1	1	1	\$140.00	
	24	SU	10A-1030A	CBS SUNDAY MORNING	:30	\$140.00 ✓	09/09-09/09	1	1	1	\$140.00	
	*25	SU	1030A-11A	FACE THE NATION	:30	\$150.00 ↑ P2 @ 400	09/09-09/09	1	1	1	\$150.00	
	26	SU	11A-1130A	NEWSMAKERS	:30	\$100.00 ✓	09/09-09/09	1	1	1	\$100.00	
	*27	TU-F,M	3P-4P	LET'S MAKE A DEAL	:30	\$125.00 ↑ P2 @ 350	09/04-09/10	5	1	5	\$625.00	
	28	TU-F,M	4P-430P	12 NEWS FIRST	:30	\$180.00 ✓	09/04-09/10	5	1	5	\$900.00	
	29	TU-F,M	430P-5P	12 NEWS FIRST	:30	\$180.00 ✓	09/04-09/10	5	1	5	\$900.00	

Station WKRC-TV CINCINNATI, OH
 Advertiser () POLITICAL
 Product OBAMA 4 AMERICA *A
 Estimate# 1536
 Buyer Meredith Kaufman
 Phone#
 Fax#

Agency () GMMB
 3050 K ST NW
 WASHINGTON, DC 20007
 Agency C/P1/P2/E 95/101/1536
 Flight Dates 09/04/2012 - 09/10/2012
 Hiatus Weeks

Rep Firm
 Sales Office () WASHINGTON
 Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
 Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	30	TU-F,M	5P-530P	12 LOCAL NEWS	:30	\$200.00 ✓	09/04-09/10	5	1	5	\$1,000.00	
	31	TU-F,M	530P-6P	12 LOCAL NEWS	:30	\$200.00 ✓	09/04-09/10	5	1	5	\$1,000.00	
	*32	TU-F,M	6P-630P	12 NEWS AT 6P	:30	\$300.00 <i>↑ P2 @ 900</i>	09/04-09/10	5	1	5	\$1,500.00	
	33	SA	6P-630P	12 NEWS	:30	\$150.00 ✓	09/08-09/08	1	1	1	\$150.00	
	34	SU	630P-7P	LOCAL 12 NEWS	:30	\$250.00 <i>NA</i>	09/09-09/09	1	1	1	\$250.00	
	35	TU-F,M	7P-730P	INSIDE EDITION	:30	\$250.00 ✓	09/04-09/10	5	1	5	\$1,250.00	
	36	TU-F,M	727P-8P	ENT. TONITE	:30	\$250.00 ✓	09/04-09/10	5	1	5	\$1,250.00	
	37	SA	657P-757P	ENTERTAINMENT THIS WEEK	:30	\$200.00 ✓	09/08-09/08	1	1	1	\$200.00	
	39	TU	8P-9P	NCIS	:30	\$1,200.00 ✓	09/04-09/04	1	1	1	\$1,200.00	
	41	TU	9P-10P	NCIS LA	:30	\$1,200.00 ✓	09/04-09/04	1	1	1	\$1,200.00	
	45	W	8P-9P	BIG BROTHER	:30	\$1,500.00 ✓	09/05-09/05	1	1	1	\$1,500.00	
	47	W	9P-10P	CRIMNL MND-CBS	:30	\$1,500.00 ✓	09/05-09/05	1	1	1	\$1,500.00	
	52	F	9P-10P	CSI NEW YORK	:30	\$900.00 ✓	09/07-09/07	1	1	1	\$900.00	
	55	SA	10P-11P	48 HOURS MYSTERY	:30	\$600.00 ✓	09/08-09/08	1	1	1	\$600.00	
	56	SU	7P-8P	60 MINUTES	:30	\$800.00 ✓	09/09-09/09	1	1	1	\$800.00	
	59	TU-F,M	11P-1135P	12 NEWS AT 11P	:30	\$550.00 ✓	09/04-09/10	5	1	5	\$2,750.00	

Rep Order# 9795150 Ver# 1 Mod# 0 Status Confirmed
EC'd Yes

Traffic Order# 50863

Printed: 08/27/2012 2:28 PM

4 of 5

Last Received: 08/21/2012 1:38 PM
Showing Buylines: All Lines

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL
Product OBAMA 4 AMERICA *A
Estimate# 1536
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/04/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	60	SA	11P-1135P	12 NEWS @ 11P	:30	\$550.00 ✓	09/08-09/08	1	1	1	\$550.00	
	61	SU	11P-1135P	12 NEWS @ 11P	:30	\$550.00 ✓	09/09-09/09	1	1	1	\$550.00	
	62	TU-F,M	1135P-1235A	DAVID LETTERMAN	:30	\$150.00 ✓	09/04-09/10	5	1	5	\$750.00	
	63	SA	1135P-1205A	DAVID LETTERMAN	:30	\$150.00 ✓	09/08-09/08	5	1	5	\$750.00	
	64	SA	1205A-105A	CRIMINAL MINDS	:30	\$60.00 ✓	09/08-09/08	1	1	1	\$60.00	
	65	SU	1135P-1205A	SPORTS AUTHORITY	:30	\$100.00 ✓	09/09-09/09	1	1	1	\$100.00	
	66	SU	1205A-105A	CRIMINAL MINDS	:30	\$60.00 ✓	09/09-09/09	1	1	1	\$60.00	
	67	M	6P-7P	BENGALS PREGAME	:30	\$900.00 ✓	09/10-09/10	1	1	1	\$900.00	
	*68	M	7P-10P	BENGALS @ BALTIMORE	:30	\$6,500.00 ✓	09/10-09/10	1	1	1	\$6,500.00	
	69	SA	12P-7P	SEC FOOTBALL	:30	\$350.00 NA	09/08-09/08	1	1	1	\$350.00	

---REPORT TOTALS---

Report Totals: 141 / \$38,535.00

---SALES MONTHLY TOTALS---

Sep 12: 141 / \$38,535.00

Sales Totals: 141 / \$38,535.00

Change rate to \$6000 \$
add 1x Mon 6-7P
(Bengals Pre Game) @ \$500

Rep Order# 9795150 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 50863 Printed: 08/27/2012 2:28 PM 5 of 5
 EC'd Yes Last Received: 08/21/2012 1:38 PM
 Showing Buylines: All Lines

Station WKRC-TV CINCINNATI, OH
 Advertiser () POLITICAL
 Product OBAMA 4 AMERICA *A
 Estimate# 1536
 Buyer Meredith Kaufman
 Phone#
 Fax#

Agency () GMMB
 3050 K ST NW
 WASHINGTON, DC 20007
 Agency C/P1/P2/E 95/101/1536
 Flight Dates 09/04/2012 - 09/10/2012
 Hiatus Weeks

Rep Firm
 Sales Office () WASHINGTON
 Salesperson () ALEXANDRA BRADLEY
 Salesperson Phone# 202-955-5342
 Salesperson FAX# 202-955-5348

Station Totals: 141 / \$38,535.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$148,212	CABL	0%	EKRC	1%	UNKN	0%	WBQC	0%	WCPO	26%
		WKRC	26%	WLWT	35%	WSTR	2%	WXIX	10%		

Books null
 Demos RA35+

Spot Manager: All, 09/04/12-09/10/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 50863												
Line: 1												
09/04/12	Tuesday	5:21:56 AM	:30	\$110.00		5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A	OBAMA 4 AMERICA *A	1536 *a	P-4	3	MWASH-
09/05/12	Wednesday	5:06:27 AM	:30	\$110.00		5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
09/10/12	Monday	5:28:28 AM	:30	\$110.00		5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH-
											3	
Line: 2												
09/04/12	Tuesday	5:42:07 AM	:30	\$110.00		5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
09/05/12	Wednesday	5:35:50 AM	:30	\$110.00		5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH-
											2	
Line: 3												
09/05/12	Wednesday	6:05:16 AM	:30	\$200.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
09/07/12	Friday	6:05:36 AM	:30	\$200.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH-
09/10/12	Monday	6:05:41 AM	:30	\$200.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	OBAMA 4 AMERICA *A	1536 *a	P-4	3	MWASH-
											3	
Line: 4												
09/05/12	Wednesday	6:35:25 AM	:30	\$200.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH-
09/07/12	Friday	6:59:10 AM	:30	\$200.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
											2	
Line: 5												
09/04/12	Tuesday	7:18:20 AM	:30	\$100.00		CBS This Morning	(7:00:00 AM-7:30:00 A	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
09/05/12	Wednesday	7:59:10 AM	:30	\$100.00		CBS This Morning	(7:00:00 AM-7:30:00 A	OBAMA 4 AMERICA *A	1536 *a	P-4	3	MWASH-
09/07/12	Friday	7:18:20 AM	:30	\$100.00		CBS This Morning	(7:00:00 AM-7:30:00 A	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH-
											3	
Line: 6												
09/04/12	Tuesday	7:58:56 AM	:30	\$100.00		CBS This Morning	(7:30:00 AM-8:00:00 A	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH-
09/07/12	Friday	7:59:26 AM	:30	\$100.00		CBS This Morning	(7:30:00 AM-8:00:00 A	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
											2	
Line: 7												
09/04/12	Tuesday	8:19:30 AM	:30	\$100.00		CBS This Morning	(8:00:00 AM-8:30:00 A	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH-
09/05/12	Wednesday	8:23:30 AM	:30	\$100.00		CBS This Morning	(8:00:00 AM-8:30:00 A	OBAMA 4 AMERICA *A	1536 *a	P-4	3	MWASH-
09/10/12	Monday	8:12:30 AM	:30	\$100.00		CBS This Morning	(8:00:00 AM-8:30:00 A	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
											3	
Line: 8												
09/04/12	Tuesday	8:45:40 AM	:30	\$100.00		CBS This Morning	(8:30:00 AM-9:00:00 A	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
09/07/12	Friday	8:59:26 AM	:30	\$100.00		CBS This Morning	(8:30:00 AM-9:00:00 A	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH-
											2	
Line: 9												
09/04/12	Tuesday	4:45:48 XM	:30	\$25.00		430-5a News	4:30 AM-5:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH-
09/05/12	Wednesday	4:29:51 XM	:30	\$25.00		430-5a News	4:30 AM-5:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
09/10/12	Monday	4:53:49 XM	:30	\$25.00		430-5a News	4:30 AM-5:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	3	MWASH-

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/04/12-09/10/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Obama/D/President

Agency: Greer Margolis Mitchell

Station: WKRC-TV

Order: 50863

Line: 9

				\$75.00							3	
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Line: 10

09/08/12	Saturday	5:59:24 AM	:30	\$90.00		6a-8a News BB	(6:30:00 AM-7:00:00 AM)	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH
				\$90.00							1	

Line: 11

09/08/12	Saturday	7:41:13 AM	:30	\$90.00		6a-8a Local 12 News S	(7:30:00 AM-8:00:00 AM)	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH
				\$90.00							1	

Line: 12

09/08/12	Saturday	8:40:00 AM	:30	\$350.00		CBS This Morning Satu	(8:30:00 AM-9:00:00 AM)	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH
				\$350.00							1	

Line: 13

09/09/12	Sunday	4:30:36 XM	:30	\$25.00		430-5a News	4:30 AM-5:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH
				\$25.00							1	

Line: 14

09/04/12	Tuesday	9:24:30 AM	:30	\$100.00		M-F 9a-10a	9:00 AM-10:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	4	MWASH
09/05/12	Wednesday	9:33:50 AM	:30	\$100.00		M-F 9a-10a	9:00 AM-10:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH
09/06/12	Thursday	9:50:30 AM	:30	\$100.00		M-F 9a-10a	9:00 AM-10:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	5	MWASH
09/07/12	Friday	9:33:50 AM	:30	\$100.00		M-F 9a-10a	9:00 AM-10:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	3	MWASH
09/10/12	Monday	9:25:30 AM	:30	\$100.00		M-F 9a-10a	9:00 AM-10:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH
				\$500.00							5	

Line: 15

09/04/12	Tuesday	10:42:45 AM	:30	\$100.00		M-F 10a-11a	10:00 AM-11:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	3	MWASH
09/05/12	Wednesday	10:32:35 AM	:30	\$100.00		M-F 10a-11a	10:00 AM-11:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	4	MWASH
09/06/12	Thursday	10:14:55 AM	:30	\$100.00		M-F 10a-11a	10:00 AM-11:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	5	MWASH
09/07/12	Friday	10:24:45 AM	:30	\$100.00		M-F 10a-11a	10:00 AM-11:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH
09/10/12	Monday	10:51:50 AM	:30	\$100.00		M-F 10a-11a	10:00 AM-11:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH
				\$500.00							5	

Line: 16

09/04/12	Tuesday	11:29:21 AM	:30	\$450.00		The Price is Right	11:00 AM-12:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH
09/05/12	Wednesday	11:29:11 AM	:30	\$450.00		The Price is Right	11:00 AM-12:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	3	MWASH
09/06/12	Thursday	11:29:26 AM	:30	\$450.00		The Price is Right	11:00 AM-12:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	4	MWASH
09/07/12	Friday	11:58:56 AM	:30	\$450.00		The Price is Right	11:00 AM-12:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	5	MWASH
09/10/12	Monday	11:28:41 AM	:30	\$450.00		The Price is Right	11:00 AM-12:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	2	MWASH
				\$2,250.00							5	

Line: 17

09/04/12	Tuesday	12:16:16 PM	:30	\$150.00		Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH
09/05/12	Wednesday	12:28:11 PM	:30	\$150.00		Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	3	MWASH
09/06/12	Thursday	12:09:44 PM	:30	\$150.00		Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	4	MWASH
09/07/12	Friday	12:16:48 PM	:30	\$150.00		Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	5	MWASH

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/04/12-09/10/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 50863												
Line: 17												
09/10/12	Monday	2:16:48 PM	:30	\$150.00		Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
											5	
Line: 18												
09/04/12	Tuesday	2:58:56 PM	:30	\$400.00		Young & the Restless	12:30 PM-1:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	4	MWASH-
09/05/12	Wednesday	1:28:56 PM	:30	\$400.00		Young & the Restless	12:30 PM-1:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	3	MWASH-
09/05/12	Wednesday	2:59:11 PM	:30	\$400.00		Young & the Restless	12:30 PM-1:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	5	MWASH-
09/06/12	Thursday	1:59:11 PM	:30	\$400.00		Young & the Restless	12:30 PM-1:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	2	MWASH-
09/10/12	Monday		:30	\$400.00		Young & the Restless	12:30 PM-1:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH-
											5	
Line: 19												
09/04/12	Tuesday	1:59:11 PM	:30	\$400.00		Bold & the Beautiful	1:30 PM-2:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	2	MWASH-
09/05/12	Wednesday	1:59:26 PM	:30	\$400.00		Bold & the Beautiful	1:30 PM-2:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	3	MWASH-
09/06/12	Thursday	1:28:56 PM	:30	\$400.00		Bold & the Beautiful	1:30 PM-2:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH-
09/07/12	Friday		:30	\$400.00		Bold & the Beautiful	1:30 PM-2:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	4	MWASH-
09/10/12	Monday	1:59:11 PM	:30	\$400.00		Bold & the Beautiful	1:30 PM-2:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	5	MWASH-
											5	
Line: 20												
09/04/12	Tuesday	2:59:11 PM	:30	\$350.00		The Talk	2:00 PM-3:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH-
09/04/12	Tuesday	2:29:21 PM	:30	\$350.00		The Talk	2:00 PM-3:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	4	MWASH-
09/05/12	Wednesday	2:28:41 PM	:30	\$350.00		The Talk	2:00 PM-3:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	5	MWASH-
09/06/12	Thursday	2:28:41 PM	:30	\$350.00		The Talk	2:00 PM-3:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	3	MWASH-
09/10/12	Monday	2:28:51 PM	:30	\$350.00		The Talk	2:00 PM-3:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	2	MWASH-
											5	
Line: 21												
09/08/12	Saturday	3:59:26 AM	:30	\$120.00		CBS This Morning Satu	9:30:00 AM-10:00:00	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
											1	
Line: 22												
09/09/12	Sunday	3:16:30 AM	:30	\$140.00		CBS Sun Morning	(9:00:00 AM-9:30:00 A	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
											1	
Line: 23												
09/09/12	Sunday	3:54:19 AM	:30	\$140.00		CBS Sun Morning	(9:30:00 AM-10:00:00	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
											1	
Line: 24												
09/09/12	Sunday	3:29:11 AM	:30	\$140.00		CBS Sun Morning	(10:00:00 AM-10:30:00	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
											1	
Line: 25												
09/09/12	Sunday	3:59:46 AM	:30	\$400.00		Face the Nation	10:30 AM-11:00 AM	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH-
											1	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/04/12-09/10/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 50863												
Line: 26												
09/09/12	Sunday	1:13:28 AM	:30	\$100.00		Newsmakers	11:00 AM-11:30 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
											1	
Line: 27												
09/04/12	Tuesday	3:28:36 PM	:30	\$350.00		Let's Make a Deal	3:00 PM-4:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	2	MWASH-
09/04/12	Tuesday	3:58:32 PM	:30	\$350.00		Let's Make a Deal	3:00 PM-4:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH-
09/05/12	Wednesday	3:29:16 PM	:30	\$350.00		Let's Make a Deal	3:00 PM-4:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	3	MWASH-
09/06/12	Thursday	3:29:06 PM	:30	\$350.00		Let's Make a Deal	3:00 PM-4:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	4	MWASH-
09/10/12	Monday	3:29:16 PM	:30	\$350.00		Let's Make a Deal	3:00 PM-4:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	5	MWASH-
											5	
Line: 28												
09/04/12	Tuesday	1:05:36 PM	:30	\$180.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-4	3	MWASH-
09/05/12	Wednesday	1:21:16 PM	:30	\$180.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
09/06/12	Thursday	1:13:26 PM	:30	\$180.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-4	5	MWASH-
09/10/12	Monday	1:06:31 PM	:30	\$180.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH-
											4	
Line: 29												
09/04/12	Tuesday	1:36:36 PM	:30	\$180.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-4	4	MWASH-
09/05/12	Wednesday	1:42:51 PM	:30	\$180.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-4	5	MWASH-
09/06/12	Thursday	1:43:46 PM	:30	\$180.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH-
09/10/12	Monday	1:43:36 PM	:30	\$180.00		4p Local 12 News at Fo	(4:30:00 PM-5:00:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-4	3	MWASH-
											4	
Line: 30												
09/04/12	Tuesday	5:11:35 PM	:30	\$200.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-4	5	MWASH-
09/05/12	Wednesday	5:03:28 PM	:30	\$200.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-4	4	MWASH-
09/06/12	Thursday	5:20:02 PM	:30	\$200.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-4	3	MWASH-
09/10/12	Monday	5:28:30 PM	:30	\$200.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
											4	
Line: 31												
09/04/12	Tuesday	5:57:21 PM	:30	\$200.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH-
09/05/12	Wednesday	5:43:02 PM	:30	\$200.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-4	4	MWASH-
09/06/12	Thursday	5:58:06 PM	:30	\$200.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-4	5	MWASH-
09/07/12	Friday	5:12:38 PM	:30	\$200.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH-
09/10/12	Monday	5:58:21 PM	:30	\$200.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-4	3	MWASH-
											5	
Line: 32												
09/04/12	Tuesday	6:12:53 PM	:30	\$900.00		6p Local 12 News at Six	6:00 PM-6:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	1	MWASH-
09/05/12	Wednesday	6:05:04 PM	:30	\$900.00		6p Local 12 News at Six	6:00 PM-6:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	2	MWASH-
09/06/12	Thursday	6:29:01 PM	:30	\$900.00		6p Local 12 News at Six	6:00 PM-6:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	4	MWASH-
09/07/12	Friday	6:28:16 PM	:30	\$900.00		6p Local 12 News at Six	6:00 PM-6:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	3	MWASH-

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/04/12-09/10/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 50863												
Line: 32												
09/10/12	Monday		:30	\$900.00		6p Local 12 News at Six	6:00 PM-6:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-2	5	MWASH
											5	
Line: 33												
09/08/12	Saturday	5:21:49 PM	:30	\$150.00		6pm Local 12 News Sat	6:00 PM-6:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH
											1	
Line: 35												
09/04/12	Tuesday	7:04:26 PM	:30	\$250.00		M-F 7p-730p	7:00 PM-7:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	3	MWASH
09/05/12	Wednesday	7:11:12 PM	:30	\$250.00		M-F 7p-730p	7:00 PM-7:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH
09/06/12	Thursday	7:22:14 PM	:30	\$250.00		M-F 7p-730p	7:00 PM-7:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH
09/07/12	Friday	7:10:42 PM	:30	\$250.00		M-F 7p-730p	7:00 PM-7:30 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	5	MWASH
											4	
Line: 36												
09/04/12	Tuesday	7:34:30 PM	:30	\$250.00		M-F 730p-8p	7:27 PM-8:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	4	MWASH
09/05/12	Wednesday	7:50:59 PM	:30	\$250.00		M-F 730p-8p	7:27 PM-8:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH
09/06/12	Thursday	7:51:29 PM	:30	\$250.00		M-F 730p-8p	7:27 PM-8:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	3	MWASH
09/07/12	Friday	7:35:30 PM	:30	\$250.00		M-F 730p-8p	7:27 PM-8:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	5	MWASH
											4	
Line: 37												
09/08/12	Saturday	7:49:30 PM	:30	\$200.00		Sa Prime Access Rotat	6:57 PM-7:57 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH
											1	
Line: 38												
09/04/12	Tuesday	8:40:03 PM	:30	\$1,200.00		Tue Reg 1	8:00 PM-9:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH
											1	
Line: 39												
09/04/12	Tuesday	9:19:47 PM	:30	\$1,200.00		Tue Reg 2	9:00 PM-10:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH
											1	
Line: 40												
09/05/12	Wednesday	8:58:31 PM	:30	\$1,500.00		Wed Reg 1	8:00 PM-9:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH
											1	
Line: 41												
09/05/12	Wednesday	9:19:57 PM	:30	\$1,500.00		Wed Reg 2	9:00 PM-10:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH
											1	
Line: 42												
09/07/12	Friday	9:40:13 PM	:30	\$900.00		Fri Reg 2	9:00 PM-10:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH
											1	
Line: 43												
09/08/12	Saturday	9:29:00 PM	:30	\$600.00		Sat Reg 3	10:00 PM-11:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH
											1	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/04/12-09/10/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 50863												
Line: 44												
09/09/12	Sunday	7:19:17 PM	:30	\$800.00		Sun Reg 1	7:00 PM-8:00 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH
											1	
Line: 45												
09/04/12	Tuesday	11:18 PM	:30	\$550.00		11p M-F Local 12 News	11:00 PM-11:35 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	3	MWASH
09/05/12	Wednesday	11:18 PM	:30	\$550.00		11p M-F Local 12 News	11:00 PM-11:35 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH
09/06/12	Thursday	11:28 PM	:30	\$550.00		11p M-F Local 12 News	11:00 PM-11:35 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	4	MWASH
09/07/12	Friday	11:52 PM	:30	\$550.00		11p M-F Local 12 News	11:00 PM-11:35 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	5	MWASH
09/10/12	Monday	11:05:38 PM	:30	\$550.00		11p M-F Local 12 News	11:00 PM-11:35 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH
											5	
Line: 46												
09/08/12	Saturday	11:04:50 PM	:30	\$550.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH
											1	
Line: 47												
09/09/12	Sunday	11:18:24 PM	:30	\$550.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH
											1	
Line: 48												
09/04/12	Tuesday	11:58:30 PM	:30	\$150.00		Letterman	11:35 PM-12:35 XM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH
09/05/12	Wednesday	11:24:00 XM	:30	\$150.00		Letterman	11:35 PM-12:35 XM	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH
09/06/12	Thursday	11:46:30 PM	:30	\$150.00		Letterman	11:35 PM-12:35 XM	OBAMA 4 AMERICA *A	1536 *a	P-4	5	MWASH
09/07/12	Friday	11:24:30 XM	:30	\$150.00		Letterman	11:35 PM-12:35 XM	OBAMA 4 AMERICA *A	1536 *a	P-4	4	MWASH
09/10/12	Monday	11:58:45 PM	:30	\$150.00		Letterman	11:35 PM-12:35 XM	OBAMA 4 AMERICA *A	1536 *a	P-4	3	MWASH
											5	
Line: 49												
09/08/12	Saturday	11:27:17 XM	:30	\$150.00		Sat Late Fringe Rotator	11:35 PM-12:05 XM	OBAMA 4 AMERICA *A	1536 *a	P-4	4	MWASH
09/08/12	Saturday	11:04:26 XM	:30	\$150.00		Sat Late Fringe Rotator	11:35 PM-12:05 XM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH
09/08/12	Saturday	11:03:41 XM	:30	\$150.00		Sat Late Fringe Rotator	11:35 PM-12:05 XM	OBAMA 4 AMERICA *A	1536 *a	P-4	3	MWASH
09/08/12	Saturday	11:03:55 XM	:30	\$150.00		Sat Late Fringe Rotator	11:35 PM-12:05 XM	OBAMA 4 AMERICA *A	1536 *a	P-4	5	MWASH
09/08/12	Saturday	11:40:25 PM	:30	\$150.00		Sat Late Fringe Rotator	11:35 PM-12:05 XM	OBAMA 4 AMERICA *A	1536 *a	P-4	2	MWASH
											5	
Line: 50												
09/08/12	Saturday	12:22:28 XM	:30	\$60.00		Sat 1205a-105a	12:05 AM-1:05 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH
											1	
Line: 51												
09/09/12	Sunday	11:40:32 PM	:30	\$100.00		Sun 1135p-1205a	11:35 PM-12:05 XM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH
											1	
Line: 52												
09/09/12	Sunday	12:53:40 XM	:30	\$60.00		Sun 1205a-105a	12:05 AM-1:05 AM	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH
											1	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/04/12-09/10/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Obama/D/President

Agency: Greer Margolis Mitchell

Station: WKRC-TV

Order: 50863

Line: 53

09/10/12	Monday	06:16 PM	:30	\$900.00		M-Su 5a-2a	(6:00:00 PM-7:00:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH
				\$900.00							1	

Line: 54

09/10/12	Monday	10:30 PM	:30	\$5,000.00		Bengals vs Baltimore	(7:00:00 PM-10:00:00 PM)	OBAMA 4 AMERICA *A	1536 *a	P-4	1	MWASH
				\$5,000.00							1	
				\$44,980.00							134	
				\$44,980.00							134	
				\$44,980.00							134	
				\$44,980.00							134	
				\$44,980.00							134	

[Filtered by:] [Sorted by: Station]